



Preface

Amsterdam Student Association Gay was founded in February 2010. After a flying start, the association has grown and now holds 350 proud members. We are unique in Amsterdam; the only Amsterdam association focusing on LGBTQ+ students.

With many active members, we fill 19 committees and seven clubs every year, lovingly and enthusiastically organising all kinds of fun activities. These include our weekly drinks, trips to European cities, a gala, introductory weeks and weekends, pub crawls and other fun activities. In addition, the association is at its peak during Amsterdam Pride with a big party, a symposium and our annual boat during the Canal Parade!

We offer many opportunities to reach out to LGBTQ+ students within Amsterdam. We do this using the packages below that provide financial benefits for you. We would like to involve your company or organisation integrally in A.S.V.Gay to establish a long-term relationship. Through evaluations, this cooperation can be adjusted so that it always meets your needs.

We will be happy to make a suitable proposal for you. On the back are our ready-made options for bringing your company to the attention of A.S.V.Gay. In addition, below are our packages with which you can benefit financially. In consultation, parts of the packages can be replaced while maintaining the discount; we will gladly think along with you. Even if you are looking for other possibilities, everything can be discussed.

Golden Gays

The biggest package! Reach many people during the annual Canal Parade, and many LGBTQ+ students!

Banner prideboot	€1000,-
Advertisement in app	€500,-
Advertisement in Megamail	€250,-
Advertisement in yearbook	€150,-
Sponsored Instagram-post	€400,-
3 internal messages	€300,-
Partner on website	€150,-
Subtotal:	€2750,-
Package discount:	-€750,-
Total amount:	€2000,-

Silver Gays

The middle package, a big reach within A.S.V.Gay and beyond, with a big financial advantage for you.

Advertisement in app	€500,-
Advertisement in Megamail	€250,-
Advertisement in yearbook	€150,-
Sponsored Instagram-post	€400,-
3 internal messages	€300,-
Partner on website	€150,-
Subtotal:	€1750,-
Package discount:	-€750,-
Total amount:	€1000,-

Bronze Gays

It is also possible for smaller companies to put themselves in the spotlight at A.S.V.Gay with an attractive package.

Advertisement in Megamail	€250,-
Advertisement in yearbook	€150,-
3 internal messages	€300,-
Partner on website	€150,-
Subtotal:	€850,-
Package discount:	-€350,-
Total amount:	€500,-

"queer joy through queer safety"



Your company in the spotlight at A.S.V. Gay

Below are the ready-made promotional options we offer within A.S.V. Gay. It is possible to choose some individual components or use our packages. If you would like a customised package, this is also possible. We can offer attractive discounts on these packages. Please feel free to contact us, and we will make you a suitable proposal.¹

1. Banner on boat Canal Parade. €1000,-²

Banner measuring 90 by 60 cm on both sides of our annual boat during the Canal Parade..

2. Advertisement in our association app. €500,- a year.

Our association app is heavily used by members each time you are in view. Linked to a website of your choice.

3. Shirt sponsor. €1000,- back, €500,- shoulder.

Your logo on the committee shirts worn throughout the year by >100 committee members.

4. Introduction bags. €150,-³

Your logo, flyers, or goodies in the bags that are distributed to new members during our bi-annual induction period.

5. Advertisement in our "Wednesday mail" €150,- an edition.

The Wednesday mail is sent to all members of our association every Wednesday and is always received with great enthusiasm, with current updates on past and upcoming activities. Your advertisement can be spotlighted within this mail.

6. Advertisement in our "Wednesday Megamail" 250,- an edition.

Every quarter, a 'megamail' is sent to all members of our association. This publication not only acts as a retrospective, but also shares member interviews, games and there is space for our sponsors to advertise..

7. Website asvgay.nl. €150,- a year.

Together with a text and link on our website and a logo on the homepage.

8. Advertisement in the yearbook. €150,-.

A lasting reminder for members and former members, it will still be opened often.

9. Advertisement on the screen during our weekly borrel. €25,- a month, €200,- a year.

Tijdens onze borrels altijd onder de aandacht.

10. Sponsored Instagram post. €400,- a post.

Reach many LGBTQ+ students through our Instagram page with a sponsored post.

11. Sponsored Instagram story. €150,- a story.

Reach many LGBTQ+ students through our instagram page with a sponsored story.

12. Free message or vacancy in internal LinkedIn group and/or Whatsapp group. €100 per message.

Looking for employees? A.S.V. Gay can help.

Anything is possible in consultation!

You can also contact us for tailor-made options. Think, for example, of joint activities such as an information meeting or pub crawl. It is also possible to sponsor individual association activities such as the gala or symposium. A donation, either financial or in goods, is also possible.

¹ Please note: Sponsored amounts may be claimable from the Tax Office. Please consult your financial adviser.

² There are rules associated with promotion during the AGP. If you are interested in this please inquire as soon as possible.

³ These prices do not include any production costs. If costs are incurred they will be passed on.